

# Building Partnerships

## On the Road to Census 2000

United States  
**Census  
2000**

### Partners — We Need You!

The largest peacetime mobilization in U.S. history is about to take place. And we need **you** to make it work.

Census 2000 will be the information cornerstone for the next century. Billions of dollars of federal, state and local funds will be spent on thousands of projects across our nation. How and where that money is spent depends on how accurate the census count is. This is your chance to make sure that the new century begins with a complete picture of our nation's people, who they are and where they live.



**Your contacts, your knowledge, your standing** in the community are the keys to an accurate count.

**You** understand how decisions about education, health care, job training and business are based on information about children, the elderly, the unemployed or underemployed, how public transportation systems and even traffic control are based on where people work and live. You can reassure your members that the information

collected in the census is protected by law. You know your members and your community.

So, thank you for your help — from lending your good name to providing space or volunteers — whatever you can do to make the Census 2000 picture complete.

### How You Can Partner With Us For Census 2000

There are many ways you can help us make Census 2000 a success. Remember: **you make the difference.**

**Set the record straight!** Help dispel myths about the census; explain to your members about census confidentiality and why the data we collect are important to you and your community.

**Get out the help!** Help us identify good candidates for census jobs by spreading the word among your members.

**Name a champion!** Identify a Census 2000 coordinator to develop a partnership action plan that will promote and encourage participation in Census 2000 through your local affiliates and chapters.

**Spread the word!** Endorse the census publicly in your community; hold press conferences; write newsletters, articles, brochures and fact sheets.

**Welcome to the first issue of Building Partnerships — a quarterly newsletter for and about the people and organizations that are building partnerships with the Census Bureau. This newsletter is designed to keep you informed and provide you with regular updates on preparations for Census 2000. If you have any questions or comments on what you would like to see in this newsletter, please contact Vicki Glasier on 301-457-2989 (vglasier@census.gov).**

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**Be innovative!** Use the Internet: post messages on your site and create links to our home page ([www.census.gov](http://www.census.gov)). Think of other new and exciting ways to get the word out about Census 2000.

## Census 2000 Dress Rehearsal Update

In order to conduct a more accurate, less costly Census 2000, the Census Bureau must be sure all of our operations are ready and work as efficiently and effectively as possible. In the Census 2000 Dress Rehearsal, we run through the procedures we plan to use in Census 2000.

This year, we are conducting the dress rehearsal in Sacramento, Calif.; 11 counties in the Columbia, S.C. area; and Menominee County in Wisconsin (most of which consists of the Menominee American Indian Reservation).

New procedures being considered for Census 2000 include user-friendly forms available at many locations, multiple mail contacts with each household, digital capture of forms, as well as sampling and statistical-estimation techniques.

How did our partners get the word out about the census in the dress rehearsal sites? Here are a few examples to show you what can be done...

**Inspire your students!** The Darlington Complete Count Committee in South Carolina held a "Census slogan and logo contest" at local schools. The final "slo/go" was converted into a poster, reproduced and distributed locally.

**Work with the media!** An article was printed in the *Charlotte Observer* newspaper regarding dress rehearsal, employment and partnership opportunities. And in Menominee County, school superintendents promoted the dress rehearsal during a radio breakfast show.

**Make it an event!** Sacramento held a Census Day 1998 multi-cultural

celebration on April 18. Corporate sponsors, along with the city of Sacramento, paid the costs for this event and promoted it among city residents.

### Focus on the community!

A presentation was made to the NAACP at a local church. The church agreed to include census recruiting and dress rehearsal information in the church bulletin.

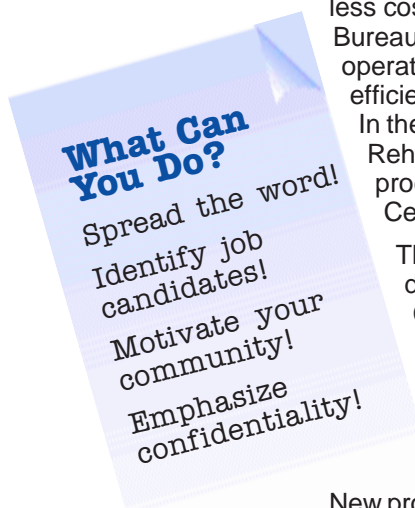
## Partnership Specialists On Board In Regions To Assist You

Who in your area can help you with partnership activities? We are gearing up in the regions to hire professionals who can assist you and get partnership efforts under way. It may be helpful for you to know about the partnership positions being filled and what these specialists will be doing:

**Government Specialists And Community Specialists** — They will work together to:

- ✎ establish partnerships with state, local and tribal governments to make sure the Master Address List — the basis for getting a questionnaire to all homes — is correct.
- ✎ partner with governments to form state and local Census 2000 Complete Count Committees. Comprised of leaders from a cross section of the community, these committees are the key to making each and every community aware of the upcoming census and persuading everyone to respond.
- ✎ form partnerships with local and regional organizations in targeted, historically undercounted and other areas to encourage local census participation.
- ✎ encourage organizations to undertake neighborhood efforts to motivate each member of the community to complete the census form and mail it back.

**Media Specialists** — They will establish partnerships with local media organizations to make newspaper readers, TV viewers and radio listeners aware of Census 2000.



**Partnership Coordinators** — The coordinators give direction to the government, community and media specialists in their efforts to initiate and maintain partnerships. A coordinator for each of the 12 regions is already in place (see back page for the partnership coordinator in your area).

## Census 2000 Will Be the First To Be Advertised Widely

In the past, the Census Bureau used *pro bono* (donated) time or space to alert the public that the census was coming and that it was important to respond. By 1990, *pro bono* advertising was no longer effective in getting the message out — the mail-response rate dropped from 75 percent in 1980 to 65 percent.

And, a media audit of the 1990 campaign found that the campaign was very uneven — 60 percent of the population was exposed to 91 percent of the advertising while 40 percent was exposed to only 9 percent.

For 2000, *Young & Rubicam, Inc.* (Y&R) and a consortium of four partner agencies have been awarded a contract to develop and manage the advertising campaign for Census 2000. The partner agencies include:

*The Bravo Group* — a Y&R firm specializing in Hispanic outreach

*Mosaica* — a Y&R company expert in advertising to Asian audiences

*J. Curtis & Company* — a firm that targets African-American audiences

*Gray & Gray* — an American Indian company

The Dress Rehearsal was the first opportunity to test creative and media strategies for Census 2000. Y&R and the Census Bureau are evaluating the results as planning for 2000 proceeds.

## Teaching Our Children About the Census

Scholastic, Inc. has been selected to develop, market and distribute

curriculum and promotional materials in support of Census 2000 to the nation's teachers and school children (kindergarten through 12<sup>th</sup> grade). Their extensive experience in developing successful educational materials and distributing them directly to teachers makes them the perfect partner for our Census-in-the-Schools project.

Our goal is to reach the more than 33 million families with children, as well as adults in English-as-a-Second Language programs, GED and citizenship classes to persuade them to fill out their census questionnaires. The curriculum materials created by Scholastic will demonstrate how useful census data are and how easy it is to participate. Materials already created include teaching guides, classroom activities and materials for students to take home and share with their families.

## We Need Your Help in Filling Jobs

If you are an organization with members, affiliates, or customers in rural areas, you may be able to help us recruit individuals to work as census takers in rural America.

One of our early census operations is our Rural Address Listing. The operation occurs in three waves from July 30, 1998, to December 18, 1998. We need approximately 30,000 individuals to verify and update our address lists in rural areas, Puerto Rico and other suburban areas. Hourly salary rates will range from \$6.25 to \$13.75, depending upon the area.

You can assist us in this early operation in any of the following ways:

- ✓ Place an article in your newsletter or do mailings to your customers, members, chapters or affiliates.
- ✓ Display our recruiting posters and brochures in your offices.
- ✓ Show our recruiting tape (a five-minute continuous loop) in waiting rooms and other areas.
- ✓ Place census-job information on your Internet site.

**"This is  
Your Future.  
Don't Leave  
it Blank."**

Slogan tested in the  
Census 2000 Dress  
Rehearsal advertising  
campaign.



Call  
**1-888-325-7733**  
to find out how  
you can help  
or get more  
information  
on census jobs.

## Which Partnership Coordinator Can Help You?

<b>If you live here...</b>	<b>Call this Partnership Coordinator:</b>	<b>Telephone #</b>
Alabama, Florida, Georgia	Stephanye Staggers-Profit <i>Atlanta</i>	404-331-0573
Alaska, Northern California, Idaho, Oregon, Washington	Tim Olson <i>Seattle</i>	206-553-5882
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming	Pamela Lucero <i>Denver</i>	303-231-5029
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma	Ben Arzu <i>Kansas City</i>	816-801-2020
Southern California, Hawaii	Reina Ornelas <i>Los Angeles</i>	818-904-6522
Connecticut, Maine, Massachusetts, New Hampshire, New York (except for New York City and the Burroughs), Rhode Island, Vermont	Cesar Monzon <i>Boston</i>	617-424-4977
Delaware, District of Columbia, Maryland, New Jersey (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Monmouth, Salem, Ocean)	Lyn Kirshenbaum <i>Philadelphia</i>	215-597-8313
Illinois, Indiana, Wisconsin	Anton Seals <i>Chicago</i>	312-353-9697
Kentucky, North Carolina, South Carolina, Tennessee, Virginia	L. Diane Bennett <i>Charlotte</i>	704-344-6621
Louisiana, Mississippi, Texas	Mike Hall <i>Dallas</i>	214-655-3060
Michigan, Ohio, West Virginia	Vince Kountz <i>Detroit</i>	248-967-9524
New York City and the Burroughs, New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, Warren)	Alice Chin <i>New York</i>	212-620-7702 212-620-7703
Puerto Rico	Hector Feliciano <i>Puerto Rico</i>	787-771-3660
U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam	Kim Giesbrecht <i>Suitland, MD</i>	301-457-4038

If you represent a NATIONAL organization and need additional information,  
contact Laura Sewell on 301-457-2989.

The Census Bureau is an equal opportunity employer.